## IN THE SPECIFICATION:

On page 14, please delete the paragraph that begins at line 8 and replace with the following paragraph:

With reference now to **Figure 5**, a flowchart illustrating an exemplary process for matching a seller and a buyer of goods or services wherein the goods and services are uniquely identified is depicted in accordance with the present invention. Once an on-line site receives information from a user for an offer to buy or sell a particular good (step **502**), the on-line auction or want ad site stores the user's buy or sell information in a database (step **504**). The on-line auction or want ad site also determines the quantity , type, unique identifier, and desired price of the item (step **505**) and searches the database for a seller or buyer, as the case may be, that is a match (step **506**). The match would match a buyer desiring a certain good with a certain unique identifier with a seller selling the same good with the same unique identifier. The on-line site, in determining a match, also determines that the two offers are both valid as determined by time constraints that may have been placed on each offer by the buyer or seller.